WHY GAMIFICATION?

- Motivates employees to achieve higher targets
- Promotes acceptance to change
- Provides stimulating experience to learn and grow
- Promotes collaboration

Gartner* reports that by 2015, more than 50% of organizations that manage innovation processes will gamify those processes.

* Source: http://www.gartner.com/newsroom/id/1629214

Fun, play, transparency, design, and challenge!

HOW IT WORKS?

1. Motivates employees to achieve higher targets
2. Promotes acceptance to change
3. Provides stimulating experience to learn and grow
4. Promotes collaboration

- Based on Stanford's research*, three elements must converge at the same time for behavior to occur: motivation, ability and trigger
- We proposed a hybrid game type that is a combination of strategy (board game) and troubleshooting with adventure game.

* Source: http://www.behaviormodel.org

OUR RECOMMENDATION

Key elements of the Gamification strategy for Costco

- Track your progress: 5 challenge levels to promote task completion
- Collect rewards & points: Dual reward system to motivate them accomplish more
- Spread the word: Integrated social network to help collaborate and share achievements
- Ease of use: Feedback mechanism to improve the ease of accessing the game